

Lindy Sauer

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EDUCATION

University of Georgia

Bachelor of Arts, Public Relations

Minor, Business | Certificate, New Media

Honors: Presidential Scholar (Spring 2022, Fall 2023), Dean's List (Spring 2023)

Athens, GA

Magna Cum Laude

Cumulative GPA: 3.86/4.00

Universitat Autònoma de Barcelona

Courses: International Marketing, Cross-Cultural Management

Barcelona, Spain

June 2023-July 2023

RELEVANT COURSEWORK

Public Relations Communications, Public Relations Campaigns, New Media Industries, New Media Capstone, Principles of Marketing, Graphic Communication, Website Development, Principles of Management

TECHNICAL SKILLS

Software: Adobe Indesign/Photoshop, Microsoft Office, Google Analytics, Microsoft Excel, Canva, AI Prompting, Search Engine Optimization

Programming Languages: HTML, CSS, Javascript, Wordpress, Bootstrap

PROFESSIONAL EXPERIENCE

Giant Noise, *Public Relations Intern*

May 2024-August 2024

- Crafted compelling stories for clients through earned media, social media management and influencer partnerships
- Assisted in client management and crisis communication to maintain positive reputations of Texas-based companies
- Analyzed media trends to identify potential opportunities for client growth and enhanced campaign strategies

GDC Marketing and Ideation, *Public Relations Intern*

May 2023-June 2023

- Participated in an internship program at an integrated marketing, communications and public relations firm
- Worked with the head of public relations on the "Don't Mess With Texas" scholarship campaign
- Identified winners of the scholarship campaign and contacted their schools to coordinate the formal announcement

LEADERSHIP AND RELEVANT EXPERIENCE

PRSSA, *Member Relations Committee Head, PR Committee Member*

August 2022-August 2025

- Attended meetings, networking events, and learned from industry professionals to grow in my career
- Contributed skills in graphics and promotions to increase visibility and engagement of PRSSA
- Led committee with member retention initiatives and served as the liaison between the executive board and committee members

Perryander Studio, *Sales Associate*

August 2024-May 2025

- Managed inventory, organized stock to ensure availability of items and arranged displays for optimal sales flow
- Delivered personalized customer service and assisted clients with product selection
- Supported team operations by handling transactions, maintained an inviting store environment, and addressed customer concerns to ensure a seamless shopping experience

Kappa Kappa Gamma Fraternity, *Committee of Risk Prevention, Academic Mentor*

September 2021-May 2025

- Met weekly to contribute to the safety and well-being of the chapter and implemented risk awareness and prevention policies
- Advised members majoring in Public Relations on courses to take and organizations to join
- Promoted inclusivity and mental health awareness through fundraising and philanthropy events